

**Aditya Sethiya**

City Key Accounts Manager

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1996-04-02

**SUMMARY**

Strategic Sales Professional bringing 5 years of experience in account acquisition and relationship building to enhance dynamic team. Accustomed to cultivating partnerships and growing profit channels. Self- motivated with proficiency in expanding network connections, introducing products and pricing models and developing pipeline and territory to drive revenue.

**LANGUAGES**

English

Hindi Gujarati

**SKILLS**

Sales & Marketing

Key Account Management Client acquisition Competitor Analysis Strategic Planning

# Zomato, Ahmedabad



**WORK HISTORY**

City Key Accounts Manager 04/2025 – Current | Ahmedabad

 Manage top-tier restaurant partners in the city that play a crucial role in driving the revenue market share (RMS) of online food delivery platforms.

 Build strong relationships with key stakeholders to align business goals and maximize brand presence on Zomato.

 Drive month-on-month growth by focusing on core performance metrics, including:

 Act as a strategic growth partner, ensuring mutual success for both Zomato and restaurant partners.

**Zomato, Ahmedabad** Key Accounts Manager 01/2024 – 04/2025

 Monitored key performance metrics to enhance account management and drive continuous improvement.

 Identified growth opportunities through market and competitor analysis.

 Leveraged customer feedback to inform product innovation and development.

 Conducted cohort-based user journey analysis to improve ROI and increase order-through rates.

 Planned and executed data-driven growth strategies to achieve order targets and maintain Zomato’s P&L.

**Asian Paints Ltd., Vadodara** Senior Territory Sales Executive 04/2020 – 01/2024 | Vadodara

 Managed Vadodara, Panchmahal & Mahisagar districts, leading dealer network operations.

 Developed and implemented market segmentation and penetration strategies to achieve sales targets.

 Oversaw sales & marketing activities, including promotions, demand planning, and stakeholder engagement.

 Monitored market trends to adjust strategies, drive business volumes, and stay competitive.

 Conducted dealer/painter meetings, planned schemes, and ensured consistent communication to meet sales goals.

# PGDM: Marketing



**EDUCATION**

Shanti Business School - Ahmedabad 07/2018 – 07/2020

# Bachelor of Commerce

DAVV - Indore 07/2014 – 07/2017